

Connecting 50+ Talent To Meaningful Jobs

NCWorks
career center
—Asheville

Agenda

- Background on Programs for 50+ Job Seekers
- Some Things We've Learned
- Positive Outcomes & Best Practices

AARP Experiment



Background on Programs for 50+ Job Seekers

- ❖ Experience Works! Job Fairs
- ❖ Experience Works! Job Fair Prep
- ❖ Back to Work 50+

- ❖ Talent Jam
- ❖ WIOA Title 1-Intensive Job Search with Short-term Training
- ❖ Experienced Worker Initiative (EWI)

Some Things
We've Learned

Job Seekers

1. Unplanned events get careers off track.

Job Seekers

2. There are 6 categories of 50+ job seekers.

Job Seekers

- I. Mid-Career
- II. Encore Career
- III. Supplementing Social Security
- IV. Likes to work
- V. Has to work
- VI. Volunteers to give back

Job Seekers

3. 50+ job seekers
include three
generations.

Job Seekers

4. In the Asheville area, we find many 50+ job seekers are professionals, often with 4 year or advanced degrees.

Job Seekers

5. Finding meaningful work takes much longer for 50+ job seekers.

Operations

1. Staffing
2. Funding
3. Demand/Need

Positive Outcomes & Best Practices



Experience Works!
Job Fairs

Positive Outcome:


- Employers were very happy with the turnout & results.



Best Practices - Employers

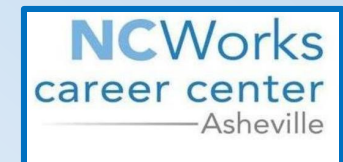
- Hand pick employers.
- Extend personal invitations via email and/or phone.

Employers at Experience Works Job Fairs



Are You Looking for Full- or Part-Time Work?
Join Us for the Experience Works! Job Fair for Job Seekers Age 50+
This job fair is designed specifically for 50-plus job seekers who bring talent, skills, dependability and experience to the job.
Make sure you're ready for the Job Fair by attending the Prep Session at 10:00 a.m. on Wednesday, March 14, and then talk with a variety of employers at the Job Fair on Thursday, March 15 from 10:00 a.m. to 1:00 p.m.
To sign up for the prep session and/or for more information, call the NCWorks Career Center at 828-261-6200*.
A list of employers attending will be available by Friday, March 9.
*This is not an AAEP event. Any information you provide to the host organization shall be governed by its privacy policy.

Wednesday, March 14
10:00 a.m. to 12:00 noon
Prep Session
Thursday, March 15
10:00 a.m. - 1:00 p.m.
Job Fair
NCWorks Career Center Asheville
418 Grove Street
Asheville, NC 28801
NCWorks career center Asheville
AAEP Redoubt North Carolina



Best Practices - Employers

- Prefer employers who offer a living wage.
- Jobs range from entry to professional.

Best Practices - Employers

- Jobs cover most sectors.
- Extensive marketing to ensure a good turn out.

Positive Outcome:



Job Seekers overwhelmingly reported a “great” or “good” experience.

Positive Outcome:
The Prep Session helped job seekers
market themselves effectively.



Best Practices - Job Seekers

- Hold a job fair prep session.
- Invite quality employers.

Best Practices - Job Seekers

- Offer employer information prior to the fair.
- Provide a warm & welcoming environment.

Positive Outcome:
Talent Jam was fun & innovative,
focusing on pitching & networking



Best Practices - Talent Jam

- Sponsored & funded by MAWDB.
- Showcased 50+ talent.

Best Practices - Talent Jam

- NCWorks & MAWDB staff along with AARP and other community volunteers supported the effort.

Talent Jam Participant



Back to Work 50+

50+ participants learn about themselves through assessments and discover or rediscover the value they offer employers.



The 7 Smart Strategies

**Strategy 1: Target Your
Job Search**



**Strategy 2: Create Your Personal Marketing
Tools to Impress Employers**

**Strategy 3: Conquer the Job Application &
Interview Process**

The 7 Smart Strategies



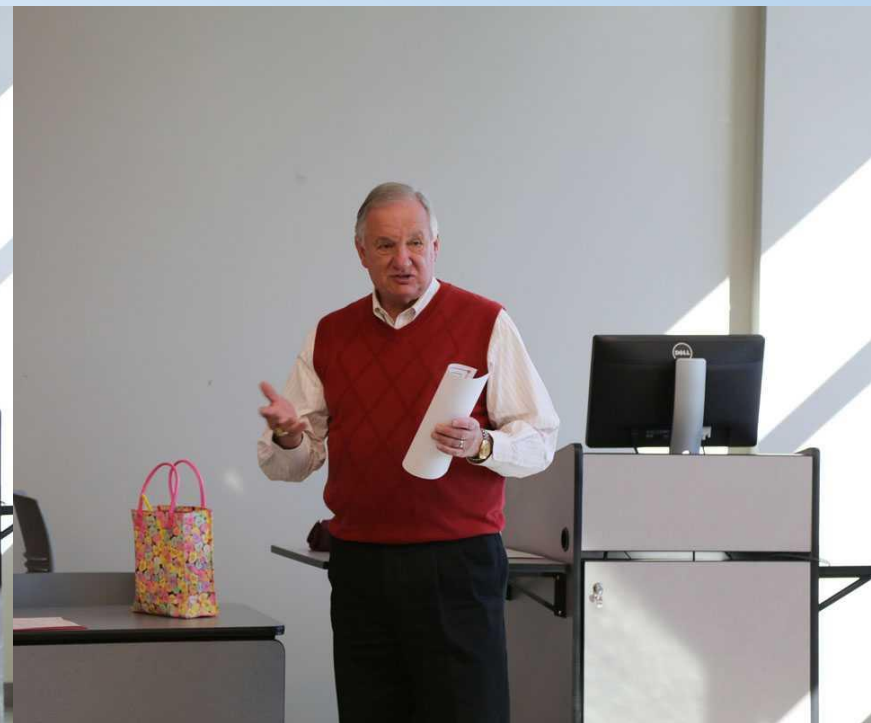
Strategy 4: Get New Work Experience & Skills

Strategy 5: Meet People Who Know People

Strategy 6: Connect with Organizations that Find Job Candidates for Employers

Strategy 7: Take Time to Focus on Yourself and Stay Strong.

Positive Outcome:
Sense of camaraderie and support from
professionals and fellow participants.



Best Practices - Back to Work 50+

- Employer visits offer opportunities for candid conversations.
- Participants gain insight & get to network.

Best Practices - Back to Work 50+

- Participants support each other creating a synergy.
- Self-esteem & self-confidence are boosted.

Best Practices - Back to Work 50+

- Too much to process in 7 sessions - 3 three-hour group coaching sessions were added.
- Limit to 2 programs/yr.

Best Practices - Back to Work 50+

- Local marketing is very helpful.
- Entrepreneurial information has been added.

Data from the first 2 “Waves” or Cohorts:

- 56 people attended Info Sessions.
- 22 participated in the Group Coaching program.
- 12 of those obtained employment within 2 months of completion.
- The average wage was \$16/hr.

WIOA Title 1: Intensive Job Search & Short- Term Training

Intensive Job Search

- For any age, but the majority are 50+.
- Some barriers include:
 - Age discrimination
 - Technology skills & perception
 - 2019 job seeking skills
 - Needs newer occupational skills

Intensive Job Search

One-on-one Career Coaching to:

- Identify goal(s) & develop a plan.
- Develop marketing tools.
- Referral to job search workshops.
- Short term training, if required.
- Most importantly - provides support & accountability.

WIOA - Intensive Job Search Client



Best Practices - WIOA Intensive

- It takes time for 50+ to obtain employment.
- Frequent contact is critical to success.

Best Practices - WIOA Intensive

- Important to refer participants to workshops, such as: LinkedIn, Resume Writing, Interviewing.

Experienced Worker Initiative

Experienced Worker Initiative Symposium/Job Fair ~ May 6, 2019

Buncombe County
Aging Plan

NCWorks
career center
Asheville



Mission

To support & promote the engagement of adults age 50+ in the workforce continuum, from volunteer work to stipend-based training, to part- & full-time employment.

We accomplish this mission by:

- Educating employers & organizations about 50+ talent.
- Providing networking & skill-building opportunities.
- Holding quarterly “brunch and learn” events (new this year).

Best Practices - EWI

- Collaboration between community members.
- Reduces chances of duplication, so best use of resources.

Best Practices - EWI

- Develop knowledge of other services in the community.
- Some growing pains - just starting third year.

In Conclusion

50+ programs are needed and valuable.
Here are 5 smart reasons why:

Five smart reasons to hire 50+

AARP® study shows how 50+ workers are critical to your business success.



1. 50+ add skills/talent - unemployment rate 4.2% in North Carolina (Aug. 2019)

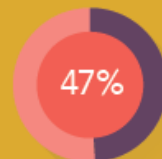
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Demand, say "hello" to supply

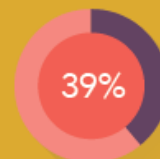
- From 2002 to 2022, the number of workers age 50+ is expected to increase by 62%.¹
- By 2022, the number of workers age 50+ will constitute 35% of the workforce.¹

40% of U.S. employers report difficulty filling jobs.²

Specifically, they report a talent gap due to:



Candidates lacking
technical competencies/
hard skills



Candidates lacking
workplace competencies/
soft skills



A lack of available
candidates

¹ Source: Aon Hewitt analysis of Bureau of Labor Statistics data, and Mira Toole, Monthly Labor Review, December 2013
² Source: ManpowerGroup 2014 Talent Shortage Survey

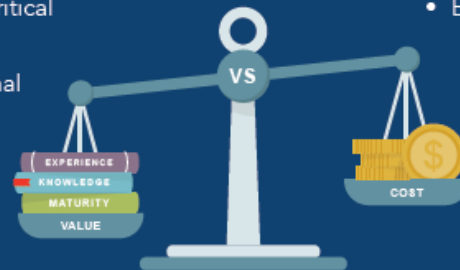
2. High levels of engagement mean high productivity while benefit costs are declining.

2

The costs are less than you think

Value

- Workers age 50+ add value to organizations due to their high levels of engagement, stability, productivity, and experience.¹
- 50+ workers are a critical component of a multigenerational workforce.²



Cost

- Recent trends in compensation and benefits have diminished the relationship between age and labor costs to the point that age is no longer a significant factor.³
- Employer-paid health care costs are growing more slowly for 50+ workers. From 2003 to 2011, employer claims costs rose by 8.0% for workers ages 35-39, compared to 5.7% for workers ages 55-59.⁴

¹Source: Establishing the Positive Contributory Value of Older Workers: A Positive Psychology Perspective 2005.

²Source: Wall Street Journal article, "There's No Age Requirement for Innovation"

³Source: Aon Hewitt's Benefit SpecSelect™ database and Aon Hewitt analysis of Truven Health Analytics data

⁴Source: Aon Hewitt analysis of Truven Health Analytics data

3. 50+ are a valuable resource for organizations (brain trust, mentors).

3

Turns out, age ISN'T just a number (it's a lot more than that)

A 2014 survey of more than 700 employers revealed the following beliefs regarding the value of older workers:



Valuable resource for training and mentoring



Important source of institutional knowledge



More knowledge, wisdom and life experience



More responsible, reliable and dependable



More adept at problem solving

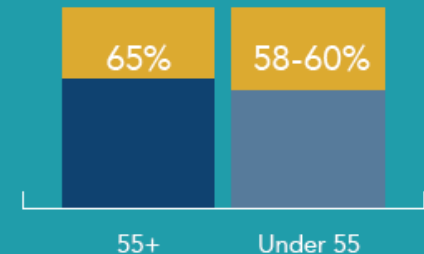
4. They are very committed to their work.

4

Every day is “bring your commitment to work” day

- 65% of employees age 55+ in large companies are engaged, compared to 58-60% of employees under age 55.¹
- 81% of workers age 55+ are “motivated”—meaning they say that they exert extra effort and contribute more than is normally required in their job — compared to 77% of workers 25-54.¹
- Business or work units that scored in the top quartile on employee engagement are 21% more productive, have 22% higher profitability, and experience 37% less absenteeism when compared to those in the bottom quartile.²

Employee engagement



The result?

Sustained productivity and innovation leads to stronger business results.

¹ Source: Aon Hewitt Engagement Database 2009-2013

² Source: Engagement at Work: Its Effect on Performance Continues in Tough Economic Times, Gallup Inc. 2013

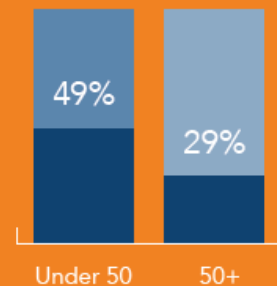
5. Retaining 50+ reduces turnover costs. By 2026, 26% of men over 65 and 18% of women are predicted to be working.

5

Staying power – the 50+ are sticking around, and not just for financial reasons

- 45% of workers 45+ expect to retire at 65 or younger, compared to 62% in 2004.¹
- 71% of workers 45+ report “enjoying the job” as a major factor in their decision to work, second only to financial reasons.²
- Retaining older workers reduces the one-time costs of turnover that can go as high as \$31,700 or more per employee — in fact, unexpected turnover may cost 1.5 to 2 times more than expected turnover.³

Percentage of workers that pose a risk of unexpected turnover⁴



¹Source: Employee Benefit Research Institute and Greenwald & Associates, 2004 and 2014 Retirement Confidence Surveys

²Source: Staying Ahead of the Curve 2013: The AARP Work and Career Study

³Source: Aon Hewitt estimates

⁴Source: Aon Hewitt Engagement Database 2009-2013; 2014 analysis by Aon Hewitt

Questions?



Thank You

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